

Income-based fares Program update

Seattle Transit Advisory Board

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Agenda

Overview

Progress

Emerging themes

Next steps

Proviso requirements

Consider access to free or very low cost access to transit for residents earning less than 138% of federal poverty through:

- Input from stakeholders
- Data and market research
- Guidance from experts and peers
- King County's Equity and Social Justice Strategic Plan

Program must:

- Adhere to fund management policies and farebox recovery
- Coordinate with human service provider agencies

**Mobility is a human right, leading to thriving communities,
sustainable environment, and a vibrant economy**

EXISTING PROGRAMS

ORCA LIFT

Human Service Tickets

Regional Reduced Fare Permit

Youth fare

Income based fares

ONGOING EFFORTS

Mobility Equity Framework

Fare Enforcement Reform

Next Generation ORCA

Studies and pilot projects

Vision

- People in King County can afford to ride transit
- Increase our use of income as a basis for setting fares
- Provide a free fare product for those who need it most
- Financially sustainable such that we can continue to grow service

How we'll get there

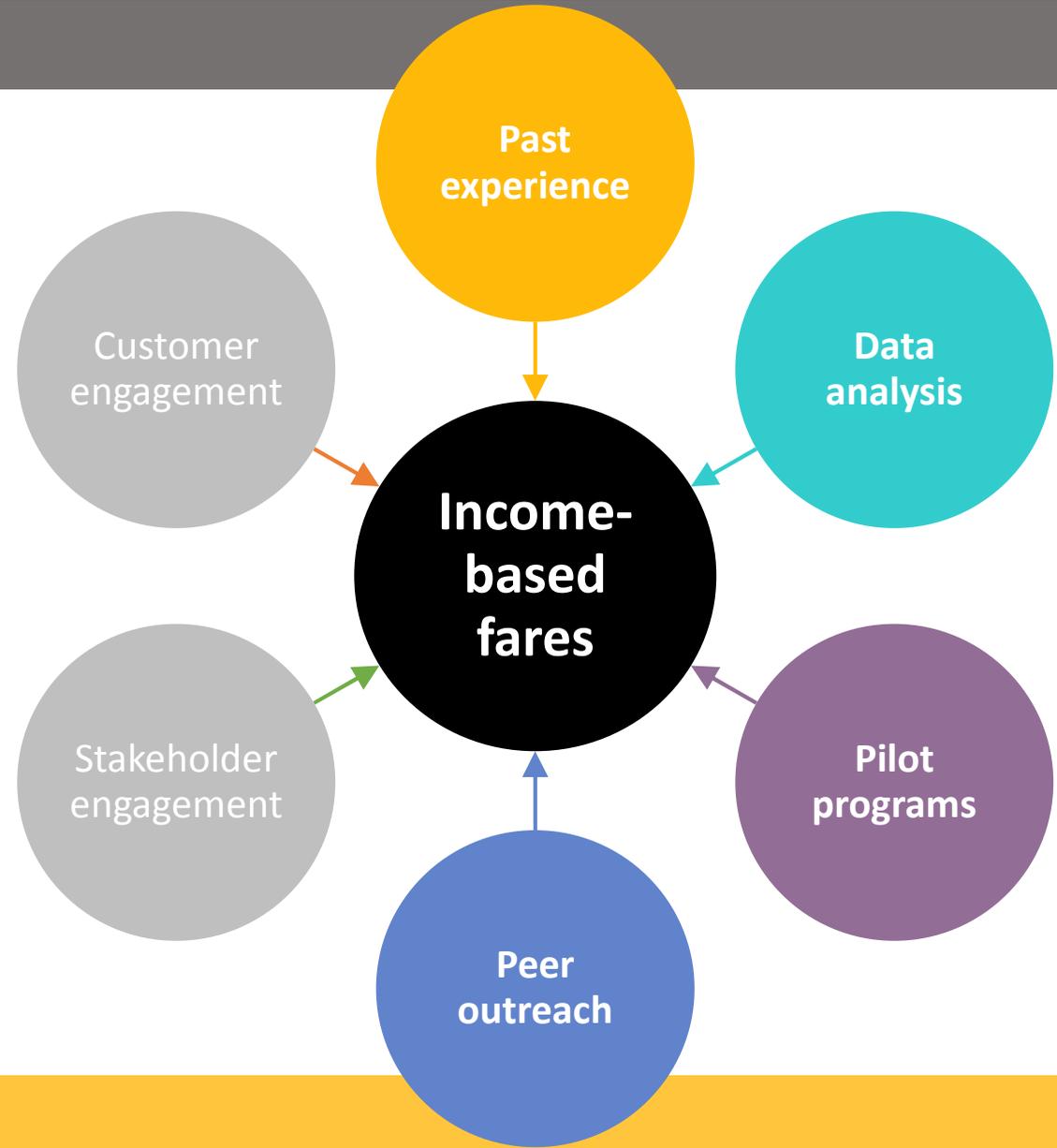
- Expand the ORCA LIFT fare program to include a new free-to-the-user product for customers with no and very low incomes
- Phase implementation
- Employ robust evaluation to learn and adjust

Proviso timeline

We are here

Existing conditions	Stakeholder engagement	Customer engagement	Implementation report	Program launch
January – July 2019			June – Sept 2019	2020
<ul style="list-style-type: none"> Consult with experts and peer agencies Research affordability 	<ul style="list-style-type: none"> Recruit stakeholders Hold four workshops: current barriers, potential solutions, long-term vision, program recommendation 	<ul style="list-style-type: none"> Community based organization-led community conversations Customer survey 	<ul style="list-style-type: none"> Submit report to Council by Sept. 30 	<ul style="list-style-type: none"> Early 2020: Phase I Robust program evaluation Learn and adjust for Phase 2 and ORCA Next Generation
Program development				
<ul style="list-style-type: none"> Develop program concepts: free and low-cost 	<ul style="list-style-type: none"> Use feedback to refine options Determine what we need to learn from customers Include recommendation in report 	<ul style="list-style-type: none"> Use feedback to refine options 	<ul style="list-style-type: none"> Estimate ridership impact and cost for free options Determine preferred program option 	

Existing conditions



Our current reduced fares



ORCA LIFT

- Income-based
- 50k enrolled in King Co, 5.3m boardings
- **But**, fare may be too high for some, 42% of eligible pay full adult fare



Human Service Tickets

- Income-based
- 1.8m tickets used
- \$4m value
- **But**, have to get in person, agency demand exceeds supply



RRFP Senior/Disabled

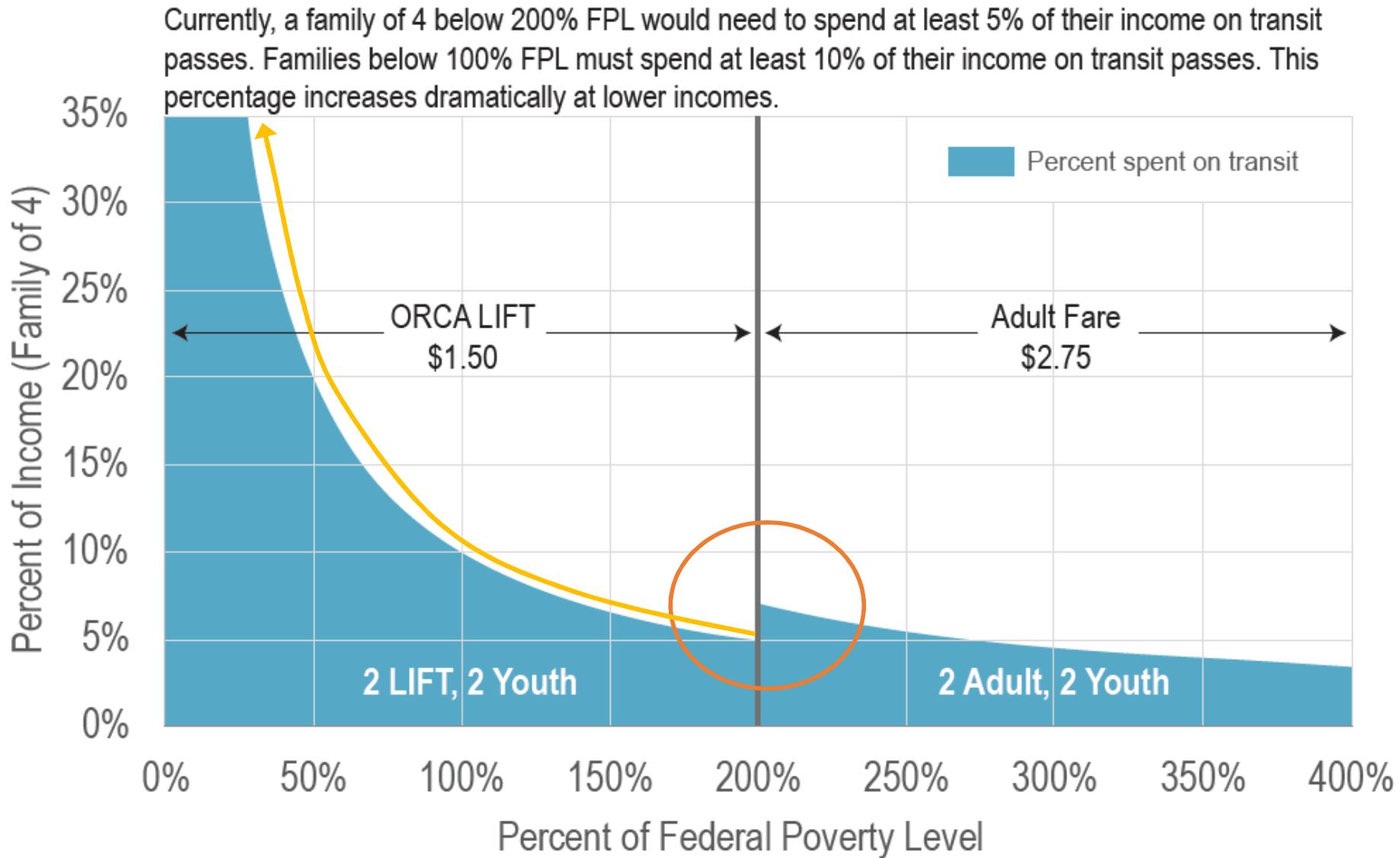
- Age/ability-based
- 130k enrolled, 3.3m ORCA system boardings
- **But**, difficult to get, fare may be too high for some



Youth

- Age-based
- 4.7m ORCA system boardings
- **But**, difficult to get, fare may be too high for some

Current spending on transit by income



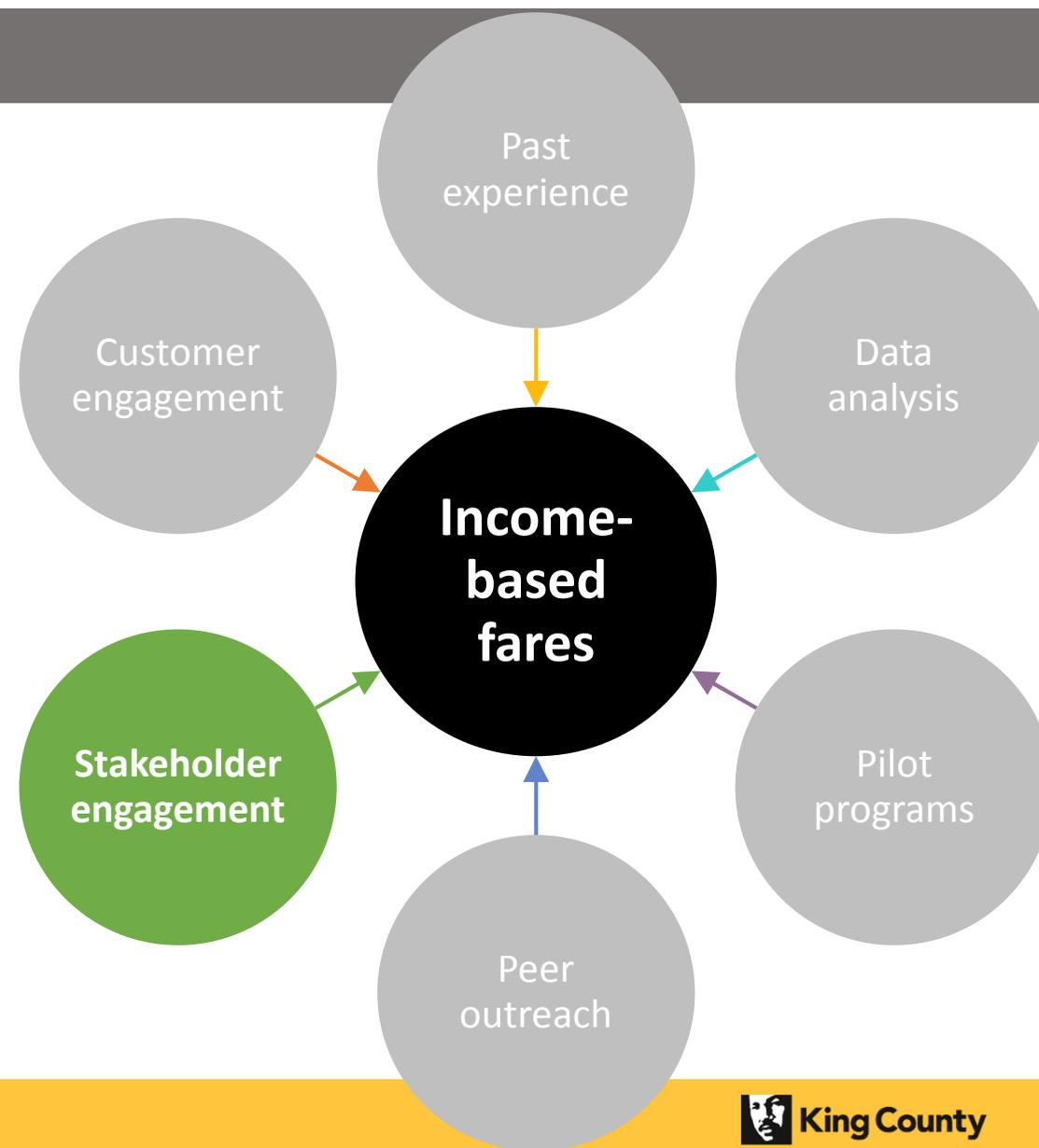
Stakeholder engagement



Goal: Provide input to shape program and long-term vision

Met on March 6, April 5, June 26

Final meeting on July 30



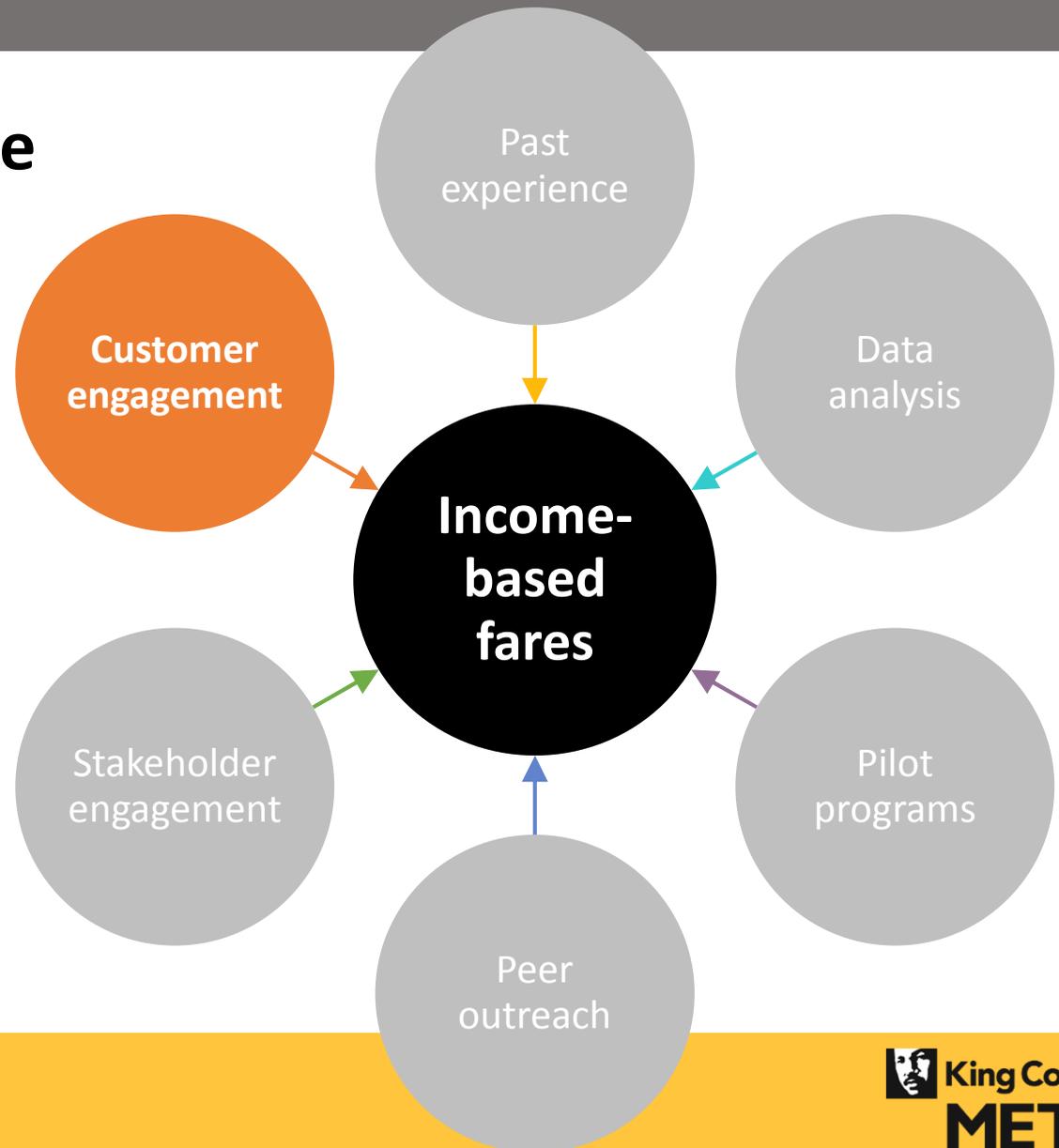
Customer engagement

Goal: Engage deeply with customers we don't always hear from

Community conversations, via:

- Casa Latina
- Urban League
- Chief Seattle Club
- Byrd Barr Place
- Open Doors for Multicultural Families
- Mother Africa

Survey

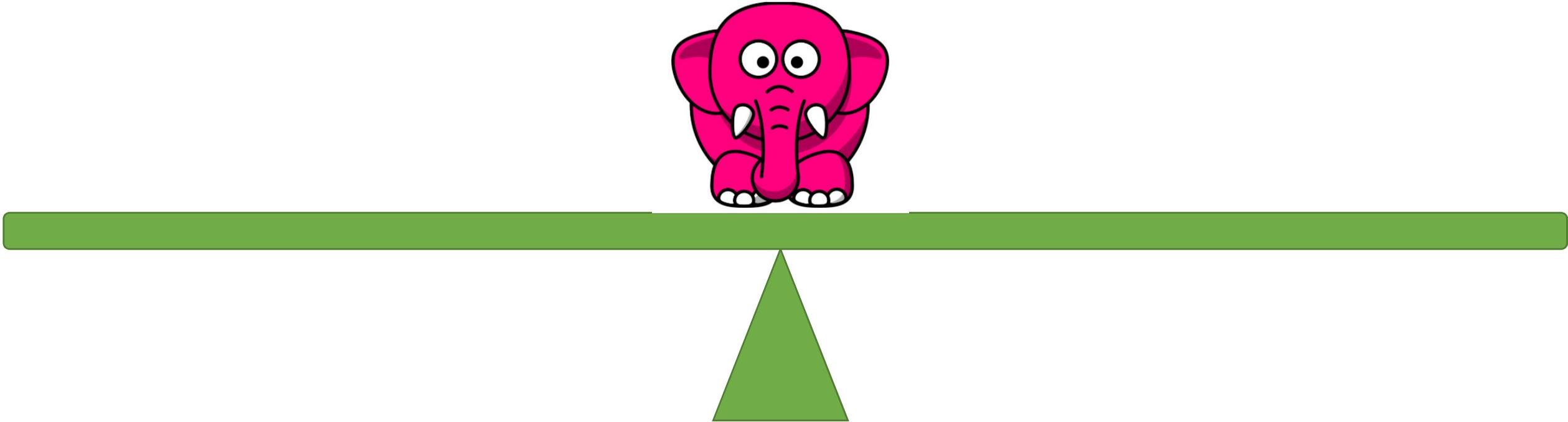


Focus resources on those most in need

**Regional integration is critical for customer
experience**

Price isn't the only concern

A balancing act



Next steps

- Develop implementation and evaluation plan
- Hold stakeholder workshop, July 30
- Brief regional transit agencies and County Council
- Submit report by Sept 30
- Work with partners on implementation strategy
- Use feedback to inform long-term strategy and policy updates

Questions/discussion

Contact us

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